

1 **CLAIMS**

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3 1. A method comprising:

4 receiving data that describes a television broadcast schedule;

5 rendering web-based content that is related to television entertainment; and

6 rendering along with the content, a TV tag, the TV tag having an associated

7 data element that can be associated with at least a portion of the data that describes

8 a television broadcast schedule.

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10 2. The method as recited in claim 1 wherein the web-based content

11 comprises program details associated with a particular television program.

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13 3. The method as recited in claim 1 wherein the web-based content

14 comprises a description of a particular movie.

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16 4. The method as recited in claim 1 wherein the web-based content

17 comprises a celebrity biography.

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19 5. The method as recited in claim 1 wherein the web-based content

20 comprises a news article.

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22 6. The method as recited in claim 1 wherein the web-based content

23 comprises an advertisement.

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1 7. The method as recited in claim 1 wherein the data element comprises
2 data associated with a particular television series.

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4 8. The method as recited in claim 1 wherein the data element comprises
5 television broadcast schedule data, the schedule data being filtered based on a
6 timezone.

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8 9. The method as recited in claim 1 wherein the data element comprises
9 television broadcast schedule data, the schedule data being filtered based on a
10 channel lineup that is available from a television broadcast provider.

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12 10. The method as recited in claim 1 wherein the data element comprises
13 data associated with a particular episode of a television series.

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15 11. The method as recited in claim 1 wherein the data element comprises
16 data associated with a particular television program.

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18 12. The method as recited in claim 1 wherein the data element comprises
19 data associated with a particular movie.

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21 13. The method as recited in claim 1 wherein the data element comprises
22 data associated with a particular person.

1 14. The method as recited in claim 13 wherein the person comprises an
2 actor.

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4 15. The method as recited in claim 13 wherein the person comprises a
5 director.

6
7 16. The method as recited in claim 1 wherein the data element comprises
8 data associated with a particular sporting event.

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10 17. The method as recited in claim 1 wherein the data element comprises
11 data associated with a particular sports team.

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13 18. The method as recited in claim 1 wherein the data element comprises
14 data associated with a particular broadcast channel.

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16 19. The method as recited in claim 1 wherein the TV tag is used to
17 display a portion of the data that describes the television broadcast schedule that is
18 contextually relevant in relation to the web-based content.

19
20 20. The method as recited in claim 1 further comprising:
21 receiving an indication of a viewer selection of the TV tag; and
22 performing an action that is associated with the TV tag.
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1 21. The method as recited in claim 20 wherein the action comprises
2 providing data associated with the TV tag to a TV planner system, the data to be
3 used to personalize TV planner data for the viewer.
4

5 22. The method as recited in claim 20 wherein the action comprises
6 scheduling a recording device to record a particular program that is associated
7 with the TV tag.
8

9 23. The method as recited in claim 20 wherein the action comprises
10 scheduling an alert system to generate an alert associated with a particular
11 program that is associated with the TV tag.
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13 24. The method as recited in claim 23 wherein the alert comprises an
14 email message.
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16 25. One or more computer-readable media comprising computer-
17 executable instructions that, when executed, direct a computer system to perform
18 the method as recited in claim 1.
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1 26. A method comprising:
2 rendering web-based content that is related to television entertainment;
3 rendering along with the content, a selectable TV tag, the TV tag having an
4 associated action and an associated data element;
5 receiving an indication of a viewer selection of the TV tag; and
6 performing the associated action in relation to the associated data element
7 based on the selection of the TV tag.

8
9 27. The method as recited in claim 26 wherein the performing the
10 associated action comprises maintaining personalization data based on the data
11 element, the personalization data to be used to filter subsequent renderings of
12 broadcast schedule data.

13
14 28. The method as recited in claim 26 wherein the data element
15 identifies a particular television program, and wherein performing the associated
16 action comprises scheduling a recording device to record the particular television
17 program.

18
19 29. The method as recited in claim 26 wherein the performing the
20 associated action comprises scheduling an alert system to generate an alert
21 associated with the data element.

1 30. The method as recited in claim 29 wherein the data element
2 identifies a particular television program, and the alert is generated when the
3 particular television program is scheduled to be broadcast.

4
5 31. The method as recited in claim 29 wherein the alert comprises an
6 email message.

7
8 32. One or more computer-readable media comprising computer-
9 executable instructions that, when executed, direct a computer system to perform
10 the method as recited in claim 26.

11
12 33. A method comprising:
13 rendering an article that describes a particular television program;
14 rendering along with the article, a selectable TV tag that is associated with
15 the particular television program;
16 receiving an indication of a viewer selection of the TV tag; and
17 transmitting personalization data based on the selected TV tag to a TV
18 planner system that generates a personalized version of a television broadcast
19 schedule.

1 34. The method as recited in claim 33 wherein the TV tag represents a
2 particular television series, and wherein the personalization data indicates that the
3 personalized version of the television broadcast schedule is to include data
4 describing each episode of the particular television series that is scheduled to be
5 broadcast.

6
7 35. The method as recited in claim 33 wherein the TV tag represents a
8 particular episode of a particular television program, and wherein the
9 personalization data indicates that the personalized version of the television
10 broadcast schedule is to include data describing the particular episode of the
11 particular television program that is scheduled to be broadcast.

12
13 36. The method as recited in claim 33 wherein the TV tag represents a
14 particular television series, and wherein the personalization data indicates that the
15 personalized version of the television broadcast schedule is to include data
16 describing only new episodes of the particular television program that are
17 scheduled to be broadcast.

1 37. A method comprising:
2 rendering content that describes a particular movie;
3 rendering along with the content, a selectable TV tag that is associated with
4 the particular movie;
5 receiving an indication of a viewer selection of the TV tag; and
6 transmitting personalization data based on the selected TV tag to a TV
7 planner system that generates a personalized version of a television broadcast
8 schedule.

9
10 38. The method as recited in claim 37 wherein the TV tag represents a
11 particular scheduled airing of the particular movie, and wherein the personalization
12 data indicates that the personalized version of the television broadcast schedule is
13 to include data describing the particular scheduled airing of the particular movie.

14
15 39. The method as recited in claim 37 wherein the transmitting
16 comprises:

17 determining whether the particular movie is scheduled for television
18 broadcast; and

19 in an event that the particular movie is not scheduled for television
20 broadcast, transmitting personalization data that indicates that the personalized
21 version of the television broadcast schedule is to include data describing scheduled
22 broadcasts of the particular movie at a later date when the movie is scheduled for
23 television broadcast.

1 40. The method as recited in claim 37 wherein the transmitting
2 comprises:

3 determining whether the particular movie is scheduled for television
4 broadcast; and

5 *in an event that the particular movie is not scheduled for television*
6 broadcast, transmitting personalization data that indicates that the TV planner
7 system is to automatically generate and send a reminder to the viewer when the
8 particular movie is later scheduled for television broadcast.

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10 41. The method as recited in claim 40 wherein the reminder comprises
11 an electronic mail message.

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13 42. The method as recited in claim 40 wherein the reminder comprises
14 an Internet-based alert message.

15
16 43. The method as recited in claim 40 wherein the reminder comprises
17 an automated telephone call.

18
19 44. One or more computer-readable media comprising computer-
20 executable instructions that, when executed, direct a computer system to perform
21 the method as recited in claim 37.

1 45. A method comprising:
2 rendering content associated with a particular person;
3 rendering along with the content, a selectable TV tag that is associated with
4 the particular person;
5 receiving an indication of a viewer selection of the TV tag; and
6 transmitting personalization data based on the selected TV tag to a TV
7 planner system that generates a personalized version of a television broadcast
8 schedule.

9
10 46. The method as recited in claim 45 wherein the TV tag represents a
11 particular actor, and wherein the personalization data indicates that the
12 personalized version of the television broadcast schedule is to include data
13 describing any program scheduled to be broadcast in which the particular actor has
14 a leading role.

15
16 47. The method as recited in claim 45 wherein the TV tag represents a
17 particular celebrity, and wherein the personalization data indicates that the
18 personalized version of the television broadcast schedule is to include data
19 describing any program scheduled to be broadcast in which the particular celebrity
20 has a role.

1 48. The method as recited in claim 45 wherein the TV tag represents a
2 particular celebrity, and wherein the personalization data indicates that the
3 personalized version of the television broadcast schedule is to include data
4 describing any program scheduled to be broadcast in which the particular celebrity
5 has an appearance.

6
7 49. The method as recited in claim 48 wherein the program scheduled to
8 be broadcast in which the particular celebrity has an appearance comprises a talk
9 show on which the celebrity is a guest.

10
11 50. One or more computer-readable media comprising computer-
12 executable instructions that, when executed, direct a computer system to perform
13 the method as recited in claim 45.

14
15 51. A method comprising:
16 rendering an article associated with a particular sport;
17 rendering along with the article, a selectable TV tag that is associated with
18 the particular sport;
19 receiving an indication of a viewer selection of the TV tag; and
20 transmitting personalization data based on the selected TV tag to a TV
21 planner system that generates a personalized version of a television broadcast
22 schedule.

1 52. The method as recited in claim 51 wherein the article is associated
2 with a particular sporting event, and wherein the personalization data indicates that
3 the personalized version of the television broadcast schedule is to include data
4 describing any scheduled airing of the particular sporting event.

5
6 53. The method as recited in claim 51 wherein the article is associated
7 with a particular sports team, and wherein the personalization data indicates that
8 the personalized version of the television broadcast schedule is to include data
9 describing any scheduled airing of sporting events involving the particular sports
10 team.

11
12 54. The method as recited in claim 51 wherein the article is associated
13 with a particular sports team, and wherein the personalization data indicates that
14 the personalized version of the television broadcast schedule is to include data
15 describing any scheduled airing of live sporting events involving the particular
16 sports team.

17
18 55. One or more computer-readable media comprising computer-
19 executable instructions that, when executed, direct a computer system to perform
20 the method as recited in claim 51.

1 56. A method comprising:
2 receiving web-based content, the content having an associated TV tag that
3 identifies a topic of the web-based content;
4 searching television broadcast schedule data for programs associated with
5 the topic; and
6 rendering, along with the web-based content, a list of scheduled programs
7 that are associated with the topic.

8
9 57. A method comprising:
10 receiving web-based media content;
11 identifying television entertainment data that may be associated with the
12 web-based media content; and
13 associating a TV tag representing the television entertainment data with the
14 web-based media content, such that the TV tag is rendered when the web-based
15 media content is rendered.

16
17 58. The method as recited in claim 57 wherein the associating comprises
18 adding an ASP.NET control that represents the television entertainment data to an
19 ASP.NET Active Server page that represents the web-based media content.

20
21 59. The method as recited in claim 58 wherein the ASP.NET control
22 comprises an ASP.NET user control.
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1 60. The method as recited in claim 58 wherein the ASP.NET control
2 comprises an ASP.NET server control.

3
4 61. The method as recited in claim 57 wherein the TV tag has an
5 associated action that is automatically performed when a viewer selects a rendered
6 version of the TV tag.

7
8 62. One or more computer-readable media comprising computer-
9 executable instructions that, when executed, direct a computer system to perform
10 the method as recited in claim 57.

11
12 63. A system comprising:
13 a program data repository to maintain television broadcast schedule data;
14 a web server system to store and serve web-based content; and
15 a TV tag generator to embed TV tags representing portions of the television
16 broadcast schedule data in the web-based content such that when the web-based
17 content is rendered, television broadcast schedule data associated with the web-
18 based content is also rendered.

19
20 64. The system as recited in claim 63 wherein the TV tag generator is
21 implemented as part of the web server system.

1 65. A system comprising:
2 a program data repository to maintain television broadcast schedule data;
3 a network interface to receive viewer personalization data based on viewer-
4 selection of a TV tag embedded in web-based media content;
5 a personalization data repository to maintain the viewer personalization
6 data; and
7 a program data filter to filter the television broadcast schedule data based
8 on the personalization data.

9
10 66. The system as recited in claim 65 further comprising a schedule
11 transmitter to transmit a filtered television broadcast schedule to a viewer.

12
13 67. A system, comprising:
14 means for receiving web-based content;
15 means for receiving television entertainment data; and
16 means for embedding in the web-based content, a TV tag that represents a
17 portion of the television entertainment data that is related to the web-based
18 content.

19
20 68. The system as recited in claim 67, further comprising means for
21 performing an action associated with the TV tag.

1 69. The system as recited in claim 68 wherein the means for performing
2 an action comprises means for maintaining viewer personalization data based on
3 the selection of the TV Tag.

4
5 70. The system as recited in claim 67, further comprising means for
6 filtering the television entertainment data based on a timezone associated with a
7 viewer.

8
9 71. The system as recited in claim 67, further comprising means for
10 filtering the television entertainment data based on a channel lineup associated
11 with a viewer.

12
13 72. One or more computer-readable media comprising computer-
14 executable instructions that, when executed, direct a computing system to:
15 receive web-based content that includes an embedded TV tag;
16 perform a search for television broadcast schedule data based on the TV
17 tag; and
18 render the web-based content, replacing the embedded TV tag with results
19 of the search.

20
21 73. The one or more computer-readable media as recited in claim 72
22 wherein the search returns a list of scheduled television programs that are
23 associated with the web-based content.

1 74. The one or more computer-readable media as recited in claim 72
2 further comprising computer-executable instructions that, when executed, direct a
3 computing system to:

4 receive an indication of a viewer selection of a data element that represents
5 at least a portion of the results of the search; and

6 perform an action that is associated with the TV tag in relation to the data
7 element.

8
9 75. One or more computer-readable media comprising computer-
10 executable instructions that, when executed, direct a computing system to:

11 receive an indication of a viewer selection of a TV tag, the TV tag being
12 rendered with other web-based content, the TV tag having an associated television
13 entertainment data element and an associated action; and

14 perform the associated action with reference to the associated television
15 entertainment data element.

16
17 76. One or more computer-readable media comprising computer-
18 executable instructions that, when executed, direct a computing system to:

19 receive an indication of a viewer selection of a TV tag, the TV tag being
20 rendered with other web-based content, the TV tag representing a particular
21 television program; and

22 transmit personalization data to a TV planner system indicating that the
23 viewer is interested in seeing a scheduled broadcast instance of the particular
24 television program in a rendered personalized TV planner.

1 77. One or more computer-readable media comprising computer-
2 executable instructions that, when executed, direct a computing system to:

3 receive an indication of a viewer selection of a TV tag, the TV tag being
4 rendered with other web-based content, the TV tag representing a particular
5 television program; and

6 transmit personalization data to an alert system indicating that the viewer is
7 interested in receiving an alert when the particular television program is scheduled
8 for broadcast.

9
10 78. One or more computer-readable media comprising computer-
11 executable instructions that, when executed, direct a computing system to:

12 receive an indication of a viewer selection of a TV tag, the TV tag being
13 rendered with other web-based content, the TV tag representing a particular
14 television program; and

15 schedule a recording device to record a broadcast of the particular
16 television program.